

**MANSFIELD DOWNTOWN PARTNERSHIP
MEMBERSHIP DEVELOPMENT COMMITTEE MEETING
Mansfield Town Hall
Conference Room B
May 18, 2015**

4:15 PM

MINUTES

Present: George Jones (Chair), Dennis Heffley, June Krisch, Bruce Stave

Staff: Cynthia van Zelm

1. Call to Order

George Jones called the meeting to order at 4:17 pm.

2. Approval of Minutes from April 20, 2015

June Krisch made a motion to approve the April 20, 2015 minutes. Dennis Heffley seconded the motion. The motion was approved.

3. Update on Storrs Center

Cynthia van Zelm said the Town Square is almost complete. There is a little more electrical work that needs to be done. Mr. Jones asked about the status of the proposed shade structure. Ms. van Zelm said it was on the backburner as there is no funding and there has been some question about whether it would prevent the Square from being more flexible for events.

Ms. van Zelm said she was told by the Educational Playcare construction team that the day care would open in September or October.

Ms. van Zelm said 21 of the 42 townhomes and condos in Main Street Homes have been sold.

4. Update and Follow-up on Membership Renewals

The Committee reviewed the list of non-renewals. Mr. Jones asked members to make 2nd calls if they have not heard back from people.

Ms. van Zelm said 226 membership renewals had come in for a total of \$14,485 toward the \$15,000 budget.

Ms. van Zelm said she had sent membership letters to the new Storrs Center businesses. She still needs to send letters to businesses in Storrs Commons and University Plaza as well as to the list suggested by the Committee at a prior meeting.

Mr. Jones reported on the discussion of the funding of the Partnership at the last Board meeting. The Committee agreed that a message of the benefits of membership needs to continue to be conveyed to

current and potential members. The Committee agreed that fundraising needs to be a Board initiative, with help from its committees.

Bruce Stave suggested surveying community members about what they think about the downtown. Ms. Krisch suggested that a follow-up question could be whether they would support the Partnership financially.

Mr. Heffley said he feels that UConn is benefiting enormously from Storrs Center. Can UConn commit more resources to the Partnership?

Mr. Stave made a motion that the Partnership Membership Development Committee urges the Board of Directors to meet with representatives of the UConn Board of Trustees to discuss the enhancement of UConn's contribution to the Partnership, and, in so doing, demonstrate the activities of the Partnership which are of benefit to the UConn community. Ms. Krisch seconded the motion. The motion was approved. Ms. van Zelm will put together a list of benefits for discussion at the July 2 Board meeting.

5. Adjourn

The meeting adjourned at 5:30 pm.

Minutes taken by Cynthia van Zelm.